LISTING OF THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-10 (Cancelled).

11. (currently amended) A method for acquiring and delivering content, comprising:

receiving a content download request from a user terminal;

determining if the request is a local download request or a remote download request;

if the request is a remote download request, determining if the content is to be delivered directly or indirectly, wherein directly delivering content comprises <u>providing the content to the user terminal without traversing any modules between a remote content server and the user terminal, thereby</u> bypassing an aggregator; and

if the content is to be delivered directly:

establishing a communications link from [[a]] <u>the</u> remote content server to the user terminal, thereby bypassing an aggregator,

forwarding the requested content toward the user terminal,

validating the delivery of the content to the user terminal, and

logging the validated delivery in one of a local server database and a remote server database.

12. (previously presented) The method of claim 11, wherein:

if the request is a local download request, performing the steps of:

analyzing metadata related to the requested content;

determining, based on the analyzed metadata, if the requested content is in a correct format for delivery to the user terminal; and

reformatting the requested content as needed into a required format for delivery to the user terminal;

routing requested content of the correct format to a content delivery server;

analyzing a user profile associated with a user of the user terminal and the

content metadata; and

      based on the analyzed user profile and the content metadata:

            applying a digital rights management scheme to the content delivery, and

            incorporating one or more advertisements into the requested content including at least one advertisement targeted to a user of the user terminal.

13.   (currently amended) The method of claim 11, wherein:

    ~~If~~ if the requested content is to be delivered indirectly, performing the steps of:

    acquiring the requested content via a content acquisition server located in the aggregator;

    if the requested content should be stored at the aggregator local storage, performing the steps of:

        determining a format of the requested content,

        if the format ~~if~~ of the requested content is not correct for storage, reformatting the request content,

        storing the requested content;

        analyzing metadata related to the requested content;

        determining, based on the analyzed metadata, if the requested content is in a correct format for delivery to the user terminal; and

        reformatting the requested content as needed into a required format for delivery to the user terminal;

    routing requested content of the correct format to a content delivery server;

    analyzing a user profile associated with a user of the user terminal and the content metadata; and

        based on the analyzed user profile and the content metadata:

            applying a digital rights management scheme to the content delivery, and

            incorporating one or more advertisements into the requested content including at least one advertisement targeted to a user of the user terminal.